

Young Jin Park

Working on IP, media-tech, storytelling.

Los Angeles, CA, United States | [LinkedIn](#)

Young works at the intersection of IP, media-tech, storytelling, and digital audience growth. With over a decade of experience, he specializes in developing and scaling entertainment franchises across social platforms, digital ecosystems, licensing, and content-to-commerce strategies for global audiences.

He has worked with studios, creators, and IP owners on franchise development, localization, merchandising, and audience growth, helping transform entertainment properties into scalable, audience-driven brands. Clients and partners include major global companies and organizations across media, technology, and entertainment, including Tencent, Samsung, EBS Kids, and the Aspen Institute.

EXPERIENCE

Business Development & Content Strategy

May 2025 — Present

CeREELS : Chungdahm Media

Driving partnerships, revenue, and algorithm-friendly content strategies that scale CeREELS' IP across YouTube and global digital platforms.

Based in South Korea, CeREELS is a dynamic startup redefining digital storytelling with its innovative "Music Serial" platform. By blending music, animation, and narrative, CeREELS has created over 40 original IPs and 400+ episodes, garnering more than 100 million views worldwide.

Planet Media Cohort

Mar 2024 — Mar 2025

The Aspen Institute

Selected as part of the inaugural Planet Media Cohort under the Aspen Institute's 'This Is Planet Ed initiative', a program co-chaired by global leaders in environmental science and children's media. The initiative recognizes pioneering creators who use storytelling to advance climate literacy and inspire the next generation through hope, humor, and creativity.

Awarded the Grand Prize out of more than 200 international submissions by a panel that included Bill Nye and Nile Rodgers, and received a five-figure production grant to create an anime-inspired environmental animated short film that teaches essential climate principles. The project launched globally with support from YouTube Kids and produced through a cross-cultural collaboration spanning the US, Korea, and Vietnam.

The Aspen Institute is a global nonprofit dedicated to building a free, just, and equitable society through dialogue, leadership, and action. Its Planet Media initiative under This Is Planet Ed unites leaders across children's media, education, and climate science to drive creative solutions for a more sustainable and inspired future.

Strategy & Partnerships Lead

Jun 2023 — Present

TheParks

Los Angeles, CA

TheParks is a global growth and operations partner for creators, brands, and IP owners. We help build audiences, products, and businesses across the US and Asia.

- Business development & strategic partnerships
- Brand & growth strategy
- Content strategy & marketing
- Ecommerce & marketplace operations
- Licensing & consumer products
- International expansion & localization

Business Development & Content Strategy

Jul 2022 — Present

PLAYCURIO

Scaled Playcurio's YouTube Channel from 0 to 400 K+ subscribers, spearheading global distribution, audience growth, and revenue-driving brand partnerships through data-driven digital strategy & ad placements.

PlayCurio blends physical books, toys, and AR to create hybrid learning experiences for children. Its IP-based content bridges education and entertainment, inspiring curiosity through storytelling and immersive play.

Executive Producer

Jun 2022 — Jun 2026

English Tree

Los Angeles, CA

Executive producer at English Tree, a digital-first kids brand that operates a network of YouTube channels with over 100M+ monthly views and 5M+ subscribers worldwide.

Responsible for strategic leadership in content creation, audience growth, L&M, business development, and operational efficiency to deliver quality educational content across animation + live action + mixed media. Leading a global creative team to maintain a compelling digital presence in the children's entertainment sector.

Senior Producer | Creative Innovation

Mar 2021 — Jun 2023

Razorfish

Hands-on creative technology-focused Senior Producer crafting solutions for next-generation digital innovation projects and experiences across AI and Web3. Select Clients: Samsung 837x

Responsibilities

- Produce creatively and technologically complex projects in collaboration with a matrix of partners
- Connect with and align marketing, strategy, and production with internal and external stakeholders

- Act as single point of contact for the client and internal team of strategists, creatives, designers, and social media team.
- Estimate timelines & budgets for a particular scope to build out detailed workback plans for activations and asset creation
- Manage multiple projects and vendors, negotiating contracts and SOWs
- Capture and utilize various data points to develop strategies to set and meet KPIs for metaverse activations and events.

Executive Producer

Feb 2016 — Jun 2026

Park Star Media

Los Angeles Metropolitan Area

Executive Producer and Co-Founder. Experienced across digital content strategy & operations, animation production & development, IP licensing, AI-powered pipelines & tools, co-production, and more.

Select Projects/Clients:

- A+ Heroes: AI-driven anime anthology that reimagines Asia's myths and highlights its unsung heroes. (www.aplusheroes.com)
- Operating Youtube channels and leading content strategy for global studios (CeREELS, Play-Curio, 38C)
- Cartoon Network : Directed and produced unannounced K-cartoon series.
- Wildbrain: Developed, co-financed, co-produced digital-first series, Super Binks
- KOCCA: Co-financed and co-produced original series : Uncle Mermaid and Ancho-V.
- Pitch Finalist: PBS Kids (Ready To Learn), Nickelodeon (Intergalactic Shorts), Aspen Institute (Winner of Climate Action series)

Development Producer

Jun 2014 — Jan 2019

Taein Media International

Bucheon, Gyeonggi-do, Korea

Assist production and development team in the planning of project plans to determine resource, budget and schedule needs. Coordinate resource needs between teams to creatively meet the needs of the project.

Daily responsibilities include managing freelance artists/designers, script breakdowns and translations, casting, storyboard markup, digital asset management.

Generate extensive creative notes that provides art direction and visual identities of projects.

Effectively manage multiple projects and track personnel activities to ensure deliverables are completed on time.

Financial Analyst

Jun 2011 — Feb 2016

AmWest Funding Corp®

Los Angeles, CA

- Conducted financial analysis, reporting, and underwriting support within a high-volume mortgage environment
- Developed strong analytical, organizational, and operational management skills

EDUCATION

UCLA

Bachelor of Arts (B.A.) in Political Science and Government

SKILLS

Audience Development · Strategic Partnerships · Digital Strategy · Business Development · Project Management · Business Growth Strategies · Editing · Creative Industries · Creative Briefs · Production Experience · Briefing · Creative Agencies · Project Plans · Project Planning · Presentations · Workflow Management · Vendor Relations · Process Evaluation · Creative Marketing · Finance · YouTube Analytics · YouTube · Adobe Premiere Pro · Adobe Creative Suite · Microsoft Excel · Team Leadership · Workload Prioritization · Negotiation · Creativity and Innovation · Writing · Content Monetization · Marketing · Technical Standards · Financing · Film · Funding · Digital Media · Social Media · Executive Production · Budgeting · Program Management